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**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	Application No.	Applicant(s)
	10/539,379	KELLY, DECLAN P
	Examiner	Art Unit
	ASHLEY D. TURNER	2154

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) Responsive to communication(s) filed on 12 December 2003.
- 2a) This action is FINAL.                    2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) Claim(s) 1-20 is/are pending in the application.
  - 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_\_ is/are allowed.
- 6) Claim(s) 1-20 is/are rejected.
- 7) Claim(s) \_\_\_\_\_ is/are objected to.
- 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.
 

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a) All    b) Some \* c) None of:
    1. Certified copies of the priority documents have been received.
    2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- 1) Notice of References Cited (PTO-892)
- 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date 6/15/2005.
- 4) Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_.
- 5) Notice of Informal Patent Application
- 6) Other: \_\_\_\_\_.

## **DETAILED ACTION**

### ***Claim Objection***

The specification is objected to as failing to provide proper antecedent basis for the claimed subject matter. See 37 CFR 1.75(d)(1) and MPEP § 608.01(o). Correction of the following is required: Applicant does not give clear meaning of machine readable medium therefore the program can be considered as a signal or carrier waves.

### ***Claim Rejections - 35 USC § 102***

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

Claim 1 are rejected under 35 U.S.C. 102 (b) as being anticipated by Um et al hereinafter Um (U.S.6,490,408 B1).

Referring to claim 1 Um discloses A device that interfaces with a remote network, the device comprised of: a media reader; an application configured to control playback of content from a medium when inserted in the media reader, the application configured to play back content from the medium based upon control commands including advertising that is received from a service via the remote network ( Col. 2 lines 20 -37 It is primary

objective of the present invention to solve the above mentioned problems of the conventional video title rental system and to provide a reproducing apparatus, which is composed of an information -stored medium requiring remote playback permission, a player for the information -stored medium, and communication device, for enabling a remote a remote rental -stored medium and offering advertisements to customers continuously. The apparatus according to the present invention comprises an information -stored medium on which data are contained together with a ID code; and an external device which communicates with a remote central server for playback permission and processes the data the are read out from the information-stored medium after playback permission.)

Referring to claim 2 Um discloses all the limitations of claim 2 which is described above. Um also discloses wherein the media reader is one selected from the group of optical disc drive, magnetic disc drive, and a flash memory card interface. (Col.1 lines 34-39 Fig.1 depicts a block diagram of a conventional optical disc player. It includes an optical disc 1 which contains audio/and or video data; and optical pickup/servo-controller 3 for reading out the audio/video data ; a disc controller for controlling the rotation of the disc for accurate read-out operation.)

Referring to claim 4 Um discloses all the limitations of claim 4 which is described above. Um also disclose wherein the received control commands control at least one of the selection and order of content played back by the application. (Col. 2 lines 20 -37 It is primary objective of the present invention to solve the above mentioned problems of the

Art Unit: 2154

conventional video title rental system and to provide a reproducing apparatus, which is composed of an information -stored medium requiring remote playback permission, a player for the information -stored medium, and communication device, for enabling a remote a remote rental -stored medium and offering advertisements to customers continuously. The apparatus according to the present invention comprises an information -stored medium on which data are contained together with a ID code; and an external device which communicates with a remote central server for playback permission and processes the data the are read out from the information-stored medium after playback permission.)

Referring to claim 5 Um discloses all the limitations of claim 5 which is described above Um also discloses wherein playback of a received advertisement is required prior to playback of content from the medium. ( Col. 2 lines 20 -37 It is primary objective of the present invention to solve the above mentioned problems of the conventional video title rental system and to provide a reproducing apparatus, which is composed of an information -stored medium requiring remote playback permission, a player for the information -stored medium, and communication device, for enabling a remote a remote rental -stored medium and offering advertisements to customers continuously. The apparatus according to the present invention comprises an information -stored medium on which data are contained together with a ID code; and an external device which communicates with a remote central server for playback permission and processes the data the are read out from the information-stored medium after playback permission.)

Referring to claim 13 Um discloses a program stored on a machine readable medium, the program being configured to control playback of content from a medium based upon advertising content that is received from a remote device. ( Col. 2 lines 20 -37 It is primary objective of the present invention to solve the above mentioned problems of the conventional video title rental system and to provide a reproducing apparatus, which is composed of an information –stored medium requiring remote playback permission, a player for the information –stored medium, and communication device, for enabling a remote a remote rental –stored medium and offering advertisements to customers continuously. The apparatus according to the present invention comprises an information –stored medium on which data are contained together with a ID code; and an external device which communicates with a remote central server for playback permission and processes the data the are read out from the information– stored medium after playback permission.)

Referring to claim 14 Um discloses wherein the content from the medium is at least one of audio content and video content. (Col.1 lines 34-39 Fig.1 depicts a block diagram of a conventional optical disc player. It includes an optical disc 1 which contains audio/and or video data; and optical pickup/servo-controller 3 for reading out the audio/video data ; a disc controller for controlling the rotation of the disc for accurate read-out operation.)

Referring to claim 15 Um discloses wherein program is configured to control at least one of the selection and order of content played back from the medium in response to

Art Unit: 2154

the advertising content. (Col. 2 lines 20 -37 It is primary objective of the present invention to solve the above mentioned problems of the conventional video title rental system and to provide a reproducing apparatus, which is composed of an information -stored medium requiring remote playback permission, a player for the information -stored medium, and communication device, for enabling a remote a remote rental -stored medium and offering advertisements to customers continuously. The apparatus according to the present invention comprises an information -stored medium on which data are contained together with a ID code; and an external device which communicates with a remote central server for playback permission and processes the data the are read out from the information-stored medium after playback permission.)

Referring to claim 16 Um discloses wherein playback of a received advertisement is required prior to playback of content from the medium. (Col. 2 lines 20 -37 It is primary objective of the present invention to solve the above mentioned problems of the conventional video title rental system and to provide a reproducing apparatus, which is composed of an information -stored medium requiring remote playback permission, a player for the information -stored medium, and communication device, for enabling a remote a remote rental -stored medium and offering advertisements to customers continuously. The apparatus according to the present invention comprises an information -stored medium on which data are contained together with a ID code; and an external device which communicates with a remote central server for playback permission and processes the data the are read out from the information-

Art Unit: 2154

stored medium after playback permission.)

***Claim Rejections - 35 USC § 103***

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claim 3 is rejected under 35 U.S.C. 103(a) as being unpatentable over Um (U.S.6, 490,408 B1) in view of Hanevich (US 6,792,295).

4.

Referring to claim 2 Um discloses all the limitations of claim 3 which is described above. Um did not disclose wherein the device is a portable wireless device that receives control commands from the service via a wireless coupling. The general concept of wherein the device is a portable wireless device that receives control commands from the service via a wireless coupling is well known in the Hanevich. Hanevich taught wherein the device is a portable wireless device that receives control commands from the service via a wireless coupling. (Col.1 lines 48-63 FIG. 1 is a block diagram of a communications system shown generally as 10 in an exemplary embodiment of the invention. The communications system includes a vehicle embedded cellular phone subsystem 12 and associated antenna 14 for receiving incoming calls and sending outgoing calls from and to a cellular station as is known in the art. An audio switch 16 couples a wireless device subsystem

and a vehicle hands free subsystem to each other and to the vehicle embedded cell phone subsystem 12. The wireless device subsystem includes a base station 20, an antenna 22 and a portable, wireless handset 23. In an exemplary embodiment, the handset 23 and base station 20 communicate using a 900 MHz, spread spectrum technique or other short range secure wireless technology. The vehicle hands free subsystem includes a vehicle hands free audio processor 18, a microphone 28, an audio amplifier 24 and a speaker 26. As is known in the art, audio output is provided to the user through audio amplifier 24 and speaker 26. The vehicle hands free audio processor 18 receives communications and commands from the user through microphone 28.) It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Um to include wherein the device is a portable wireless device that receives control commands from the service via a wireless coupling in order to reduce the overload of the public communication network.

5. Claims 6, 7, and 8 are rejected under 35 U.S.C. 103(a) as being unpatentable over Um (U.S. 6, 490,408 B1) in view of Burnett (US 2003/0224759 A1).

Referring to claim 6 Um discloses all the limitations of claim 6 which is described above. Um did not disclose wherein selection of portions of content for playback is selectable by a user, the application configured to monitor content selection and to transmit indicia of content selection to the remote network. The general concept of wherein selection of portions of content for playback is selectable by a user, the application configured to

monitor content selection and to transmit indicia of content selection to the remote network is well known in the art as taught by Burnett. Burnett discloses wherein selection of portions of content for playback is selectable by a user, the application configured to monitor content selection and to transmit indicia of content selection to the remote network. ( Pg. 2[0021] [0021] As the user 118 scans through the selections, he plays some songs on the CD for a short while (e.g. a song scanning interval), skip others, and then listen to entire tracks whenever a favorite recording is encountered. Those skilled in the art will realize, therefore, that some user activities 114, such as turning up the volume well past the normal listening level, or refraining from changing to another track on the CD until after a particular song has ended, can be considered as positive indications by the user 118 that the selected content 116 includes some desired characteristic. When such positive indications are noted, as defined by the user 118, or some other entity, the preferences associated with the activity 114 are stored in the storage module 104. Similarly, negative indications may serve to indicate undesirable content (to be rejected in the future by the selection module 108). Such negative indications, which may also cause user preferences derived from them to be recorded in the storage module 104, include: viewing or listening to a content selection for a very short time (e.g. less than 20 seconds), skipping a selection completely when selections are offered in a sequential format (e.g. songs on a CD), or viewing titles of various content, and failing to select any particular content from available offerings (e.g. scanning through a listing of available satellite television offerings without viewing the actual content). Thus, for the purposes of this document, activities are defined as any action on the part of a user which can be monitored by the apparatus 100 during the presentation of selected content to the user.) It would have been

obvious to one of ordinary skill in the art at the time of the invention to modify Um to include wherein selection of portions of content for playback is selectable by a user, the application configured to monitor content selection and to transmit indicia of content selection to the remote network in order to reduce the overload of the public communication network.

Referring to claim 7 Um discloses all the limitations of claim 7 which is described above. Um did not disclose wherein selection of portions of content for playback is controllable by the application, the application configured to monitor indicia of user preferences with regard to currently playing content and to transmit indicia to the remote network. The general concept of wherein selection of portions of content for playback is controllable by the application, the application configured to monitor indicia of user preferences with regard to currently playing content and to transmit indicia to the remote network is well known in the art as taught by Burnett. Burnett disclose wherein selection of portions of content for playback is controllable by the application, the application configured to monitor indicia of user preferences with regard to currently playing content and to transmit indicia to the remote network. ( Pg. 2[0021] [0021] As the user 118 scans through the selections, he plays some songs on the CD for a short while (e.g. a song scanning interval), skip others, and then listen to entire tracks whenever a favorite recording is encountered. Those skilled in the art will realize, therefore, that some user activities 114, such as turning up the volume well past the normal listening level, or refraining from changing to another track on the

CD until after a particular song has ended, can be considered as positive indications by the user 118 that the selected content 116 includes some desired characteristic. When such positive indications are noted, as defined by the user 118, or some other entity, the preferences associated with the activity 114 are stored in the storage module 104. Similarly, negative indications may serve to indicate undesirable content (to be rejected in the future by the selection module 108). Such negative indications, which may also cause user preferences derived from them to be recorded in the storage module 104, include: viewing or listening to a content selection for a very short time (e.g. less than 20 seconds), skipping a selection completely when selections are offered in a sequential format (e.g. songs on a CD), or viewing titles of various content, and failing to select any particular content from available offerings (e.g. scanning through a listing of available satellite television offerings without viewing the actual content). Thus, for the purposes of this document, activities are defined as any action on the part of a user which can be monitored by the apparatus 100 during the presentation of selected content to the user.) It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Um to wherein selection of portions of content for playback is controllable by the application, the application configured to monitor indicia of user preferences with regard to currently playing content and to transmit indicia to the remote network in order to reduce the overload of the public communication network.

Referring to claim 8 Um discloses all the limitations of claim 8 which is described above. Um did not disclose wherein the indicia include at least one of a level of content

playback and a user provided indicia. The general concept of wherein the indicia include at least one of a level of content playback and a user provided indicia is well known in the art as taught by Burnett. Burnett discloses wherein the indicia include at least one of a level of content playback and a user provided indicia. (Pg. 2 [0017] For the purposes of this document, user preferences are defined as any characteristic of a particular content selection which can be classified, measured, or recorded, including but not limited to: a genre, an author, a performer, a company, a media type, a rating, a publication date, a retail sales price, and a playback time. It should be noted that such preferences tend to be relatively permanent, in that a group of preferences associated with a particular content selection will always result in choosing (at least) the associated content from among several content offerings.) It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Um to include wherein the indicia include at least one of a level of content playback and a user provided indicia in order to reduce the overload of the public communication network.

Referring to claim 9 Um discloses all the limitations of claim 9 which is described above. Um did not disclose wherein the application is configured to play back portions of content only up to a predetermined number of times. The general concept of wherein the application is configured to play back portions of content only up to a predetermined number of times as taught by Burnett. Burnett discloses wherein the application is configured to play back portions of content only up to a predetermined number of times. (Pg. 2 [0022] Each user preference can be acquired by way of a user preference acquisition module 128, which can take the form of a keypad memory, a volume control monitor, etc. The

user preference acquisition module 128 is typically designed to change analog signal levels to digital levels, or to otherwise convert monitored user activities 114 into appropriate indications which assist in making a determination as to whether particular preferences 112 will be stored in the user preference storage module 104. An example of such operation might be monitoring playback times for music selections, and triggered storage of all preferences 110 associated with any selections 116 which exceed three minutes of playback time.) It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Um to include wherein the application is configured to play back portions of content only up to a predetermined number of times in order to reduce the overload of the public communication network.

Referring to claim 10 Um discloses all the limitations of claim 10 which is described above. Um did not disclose wherein the advertisements are configured to only enable playback of content for a predetermined time period. The general concept of wherein the advertisements are configured to only enable playback of content for a predetermined time period is well known in the art as taught by Burnett. Burnett disclose wherein the advertisements are configured to only enable playback of content for a predetermined time period. (( Pg. 2[0021] [0021] As the user 118 scans through the selections, he plays some songs on the CD for a short while (e.g. a song scanning interval), skip others, and then listen to entire tracks whenever a favorite recording is encountered. Those skilled in the art will realize, therefore, that some user activities 114, such as turning up the volume well past the

normal listening level, or refraining from changing to another track on the CD until after a particular song has ended, can be considered as positive indications by the user 118 that the selected content 116 includes some desired characteristic. When such positive indications are noted, as defined by the user 118, or some other entity, the preferences associated with the activity 114 are stored in the storage module 104. Similarly, negative indications may serve to indicate undesirable content (to be rejected in the future by the selection module 108). Such negative indications, which may also cause user preferences derived from them to be recorded in the storage module 104, include: viewing or listening to a content selection for a very short time (e.g. less than 20 seconds), skipping a selection completely when selections are offered in a sequential format (e.g. songs on a CD), or viewing titles of various content, and failing to select any particular content from available offerings (e.g. scanning through a listing of available satellite television offerings without viewing the actual content). Thus, for the purposes of this document, activities are defined as any action on the part of a user which can be monitored by the apparatus 100 during the presentation of selected content to the user.) It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Um to include wherein the advertisements are configured to only enable playback of content for a predetermined time period in order to reduce the overload of the public communication network.

Referring to claim 11 Um discloses all the limitations of claim 11 which is described above. Um did not disclose wherein selection of portions of content for playback is

selectable by a user, the application configured to monitor content selection and to transmit indicia of content selection to the remote network. The general concept of wherein selection of portions of content for playback is selectable by a user, the application configured to monitor content selection and to transmit indicia of content selection to the remote network is well known in the art as taught by Burnett. Burnett discloses Wherein selection of portions of content for playback is selectable by a user, the application configured to monitor content selection and to transmit indicia of content selection to the remote network. ( Pg. 2[0021] [0021] As the user 118 scans through the selections, he plays some songs on the CD for a short while (e.g. a song scanning interval), skip others, and then listen to entire tracks whenever a favorite recording is encountered. Those skilled in the art will realize, therefore, that some user activities 114, such as turning up the volume well past the normal listening level, or refraining from changing to another track on the CD until after a particular song has ended, can be considered as positive indications by the user 118 that the selected content 116 includes some desired characteristic. When such positive indications are noted, as defined by the user 118, or some other entity, the preferences associated with the activity 114 are stored in the storage module 104. Similarly, negative indications may serve to indicate undesirable content (to be rejected in the future by the selection module 108). Such negative indications, which may also cause user preferences derived from them to be recorded in the storage module 104, include: viewing or listening to a content selection for a very short time (e.g. less than 20 seconds), skipping a selection completely when selections are offered in a sequential format (e.g. songs on a CD), or viewing titles of various content, and failing to select any particular content from available offerings (e.g. scanning through a listing of

available satellite television offerings without viewing the actual content). Thus, for the purposes of this document, activities are defined as any action on the part of a user which can be monitored by the apparatus 100 during the presentation of selected content to the user.) (Pg.

1[0009] In another embodiment, user preferences can be transmitted to a user preference manipulation apparatus, which permits the display and entry of user preferences, as well as deletion and modification. Preferences can also be stored in a removable, portable storage device which couples to both the presentation apparatus and the manipulation apparatus. Alternatively, the preferences can be sent to the manipulation apparatus from the storage module using wireless mechanism, or a wired network.) It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Um to include wherein selection of portions of content for playback is selectable by a user, the application configured to monitor content selection and to transmit indicia of content selection to the remote network in order to reduce the overload of the public communication network.

Referring to claim 12 Um and Burnett disclose all the limitations of claim 12 which is described above. Um also discloses wherein the advertisements are played back in between the content selected for playback. ( Col. 2 lines 20 -37 It is primary objective of the present invention to solve the above mentioned problems of the conventional video title rental system and to provide a reproducing apparatus, which is composed of an information -stored medium requiring remote playback permission, a player for the information -stored medium, and communication device, for enabling a remote a remote rental -stored medium and offering advertisements to customers continuously. The apparatus according to the present invention

comprises an information -stored medium on which data are contained together with a ID code; and an external device which communicates with a remote central server for playback permission and processes the data the are read out from the information-stored medium after playback permission.). It would haven been obvious to one of ordinary skill in the art at the time of the invention to include wherein the advertisements are played back in between the content selected for playback in order to reduce the overload of the public communication network.

Referring to claim 17 Um discloses all the limitations of claim 17 which is described above. Um did not disclose wherein the program enables selection of portions of content for playback by a user, the program configured to monitor content selection and to transmit indicia of content selection to the remote device. The general concept of wherein the program enables selection of portions of content for playback by a user, the program configured to monitor content selection and to transmit indicia of content selection to the remote device is well known in the art as taught by Burnett. Burnett discloses wherein the program enables selection of portions of content for playback by a user, the program configured to monitor content selection and to transmit indicia of content selection to the remote device (Pg. 2[0021] [0021] As the user 118 scans through the selections, he plays some songs on the CD for a short while (e.g. a song scanning interval), skip others, and then listen to entire tracks whenever a favorite recording is encountered. Those skilled in the art will realize, therefore, that some user activities 114, such as turning up the

volume well past the normal listening level, or refraining from changing to another track on the CD until after a particular song has ended, can be considered as positive indications by the user 118 that the selected content 116 includes some desired characteristic. When such positive indications are noted, as defined by the user 118, or some other entity, the preferences associated with the activity 114 are stored in the storage module 104. Similarly, negative indications may serve to indicate undesirable content (to be rejected in the future by the selection module 108). Such negative indications, which may also cause user preferences derived from them to be recorded in the storage module 104, include: viewing or listening to a content selection for a very short time (e.g. less than 20 seconds), skipping a selection completely when selections are offered in a sequential format (e.g. songs on a CD), or viewing titles of various content, and failing to select any particular content from available offerings (e.g. scanning through a listing of available satellite television offerings without viewing the actual content). Thus, for the purposes of this document, activities are defined as any action on the part of a user which can be monitored by the apparatus 100 during the presentation of selected content to the user.) It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Um to include wherein the program enables selection of portions of content for playback by a user, the program configured to monitor content selection and to transmit indicia of content selection to the remote device in order to reduce the overload of the public communication network.

Referring to claim 18 Um discloses all the limitations of claim 18 which is described above. Um also discloses wherein program controls selection of portions of content for

playback, the program configured to monitor indicia of user preferences with regard to currently playing content and to transmit indicia to the remote device. The general concept of wherein program controls selection of portions of content for playback, the program configured to monitor indicia of user preferences with regard to currently playing content and to transmit indicia to the remote device is well known in the art as taught by Burnett. Burnett discloses wherein program controls selection of portions of content for playback, the program configured to monitor indicia of user preferences with regard to currently playing content and to transmit indicia to the remote device. (Pg. 2[0021] [0021] As the user 118 scans through the selections, he plays some songs on the CD for a short while (e.g. a song scanning interval), skip others, and then listen to entire tracks whenever a favorite recording is encountered. Those skilled in the art will realize, therefore, that some user activities 114; such as turning up the volume well past the normal listening level, or refraining from changing to another track on the CD until after a particular song has ended, can be considered as positive indications by the user 118 that the selected content 116 includes some desired characteristic. When such positive indications are noted, as defined by the user 118, or some other entity, the preferences associated with the activity 114 are stored in the storage module 104. Similarly, negative indications may serve to indicate undesirable content (to be rejected in the future by the selection module 108). Such negative indications, which may also cause user preferences derived from them to be recorded in the storage module 104, include: viewing or listening to a content selection for a very short time (e.g. less than 20 seconds), skipping a selection completely when selections are offered in a sequential format (e.g. songs on a CD), or viewing titles of various content, and failing to select any particular content from

available offerings (e.g. scanning through a listing of available satellite television offerings without viewing the actual content). Thus, for the purposes of this document, activities are defined as any action on the part of a user which can be monitored by the apparatus 100 during the presentation of selected content to the user.) It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Um to include wherein program controls selection of portions of content for playback, the program configured to monitor indicia of user preferences with regard to currently playing content and to transmit indicia to the remote device in order to reduce the overload of the public communication network.

Referring to claim 19 Um discloses all the limitations of claim 19 which is described above. Um did not disclose wherein the program is configured to play back portions of content only up to a predetermined number of times. The general concept of wherein the application is configured to play back portions of content only up to a predetermined number of times as taught by Burnett. Burnett discloses wherein the application is configured to play back portions of content only up to a predetermined number of times. (Pg. 2 [0022] Each user preference can be acquired by way of a user preference acquisition module 128, which can take the form of a keypad memory, a volume control monitor, etc. The user preference acquisition module 128 is typically designed to change analog signal levels to digital levels, or to otherwise convert monitored user activities 114 into appropriate indications which assist in making a determination as to

whether particular preferences 112 will be stored in the user preference storage module 104. An example of such operation might be monitoring playback times for music selections, and triggered storage of all preferences 110 associated with any selections 116 which exceed three minutes of playback time.) It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Um to include wherein the application is configured to play back portions of content only up to a predetermined number of times in order to reduce the overload of the public communication network.

Referring to claim 20 Um discloses all the limitations of claim 20 which is described above. Um did not disclose wherein selection of portions of content for playback is selectable by a user, the program configured to monitor content selection and to transmit indicia of content selection to the remote device. The general concept of wherein selection of portions of content for playback is selectable by a user, the program configured to monitor content selection and to transmit indicia of content selection to the remote device is well known in the art as taught by Burnett. Burnett discloses wherein selection of portions of content for playback is selectable by a user, the program configured to monitor content selection and to transmit indicia of content selection to the remote device. ( Pg. 2[0021] [0021] As the user 118 scans through the selections, he plays some songs on the CD for a short while (e.g. a song scanning interval), skip others, and then listen to entire tracks whenever a favorite recording is encountered. Those skilled in the art will realize, therefore, that some user activities 114, such as turning up the

Art Unit: 2154

volume well past the normal listening level, or refraining from changing to another track on the CD until after a particular song has ended, can be considered as positive indications by the user 118 that the selected content 116 includes some desired characteristic. When such positive indications are noted, as defined by the user 118, or some other entity, the preferences associated with the activity 114 are stored in the storage module 104. Similarly, negative indications may serve to indicate undesirable content (to be rejected in the future by the selection module 108). Such negative indications, which may also cause user preferences derived from them to be recorded in the storage module 104, include: viewing or listening to a content selection for a very short time (e.g. less than 20 seconds), skipping a selection completely when selections are offered in a sequential format (e.g. songs on a CD), or viewing titles of various content, and failing to select any particular content from available offerings (e.g. scanning through a listing of available satellite television offerings without viewing the actual content). Thus, for the purposes of this document, activities are defined as any action on the part of a user which can be monitored by the apparatus 100 during the presentation of selected content to the user.) (Pg. 1[0009] In another embodiment, user preferences can be transmitted to a user preference manipulation apparatus, which permits the display and entry of user preferences, as well as deletion and modification. Preferences can also be stored in a removable, portable storage device which couples to both the presentation apparatus and the manipulation apparatus. Alternatively, the preferences can be sent to the manipulation apparatus from the storage module using wireless mechanism, or a wired network.) It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Um to include wherein selection of portions of content for playback is selectable by a user, the program configured to monitor content

Art Unit: 2154

selection and to transmit indicia of content selection to the remote device in order to reduce the overload of the public communication network.

***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Ashley d. Turner whose telephone number is 571-270-1603. The examiner can normally be reached on Monday thru Friday 7:30a.m. - 5:00p.m..

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Nathan Flynn can be reached at 571-272-1915. The fax phone number for the organization where this application or proceeding is assigned is 571-270-2603.

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Patent Examiner:

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Date: 3/3/08

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Date: \_\_\_\_\_